

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

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Fax (716) 634-3145

April 16, 1997

RJR Account #356150
Mr. H. Bowen
LAVIN CANDY CO.

JUNE DORAL B2G1F / PROMOTION #700272

Dear Harry:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as **21** skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Box	12300-24065	1
Light Box	12300-24066	1
Full Flavor 100	12300-24063	1
Light 100	12300-24062	2

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

May 12, 1997

Ship Date to Retail:

Week of: May 19, 1997

SKU CUBE:

0.9960

SKU WT (w/o Product):

1.7200 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is **NOT** added to Display)

EFT \$ Amount:

\$704.64

Non-EFT \$ Amount:

\$N/A

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B2G1F
LAVIN CANDY CO.

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALE PACKING INSTRUCTIONS'*.

UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.

(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;

8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.

(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$24.50 (1.75 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc

cc: R. Westenberger / 162301

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.



To All RJR Retail Partners

RETAILER LETTER

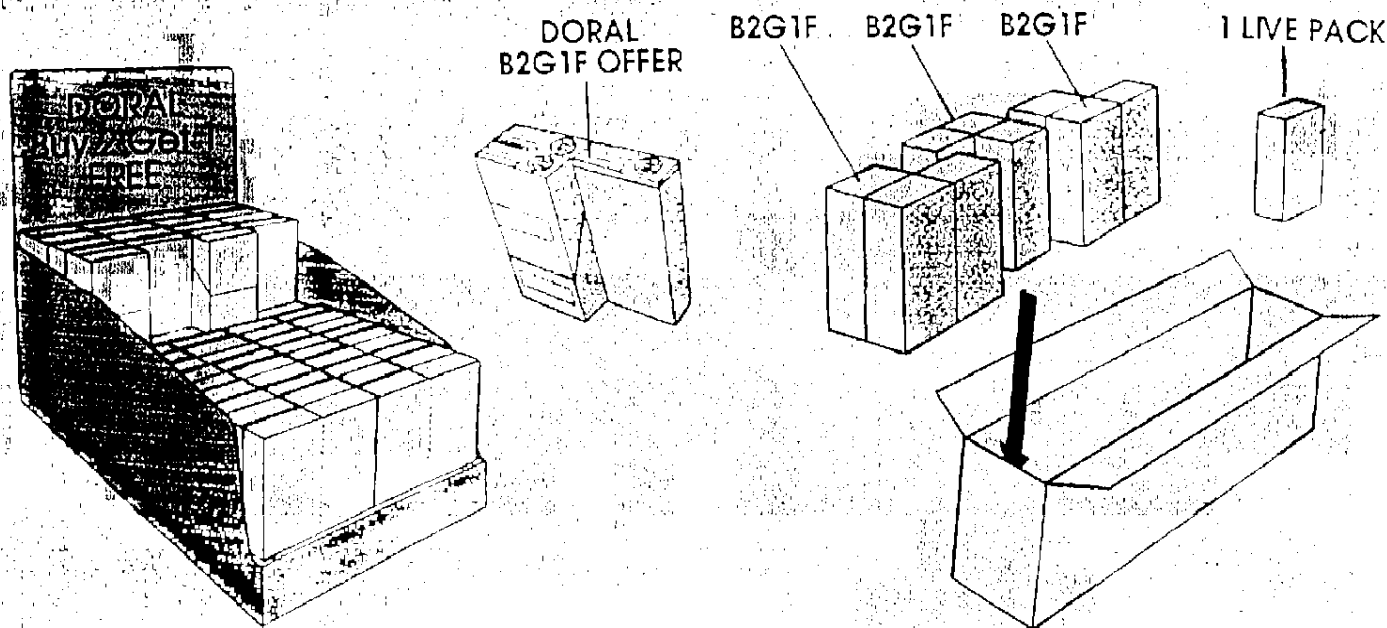
DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

IMPORTANT NOTE: This is NOT A MISTAKE AT YOUR WHOLESALER.
DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.
PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.



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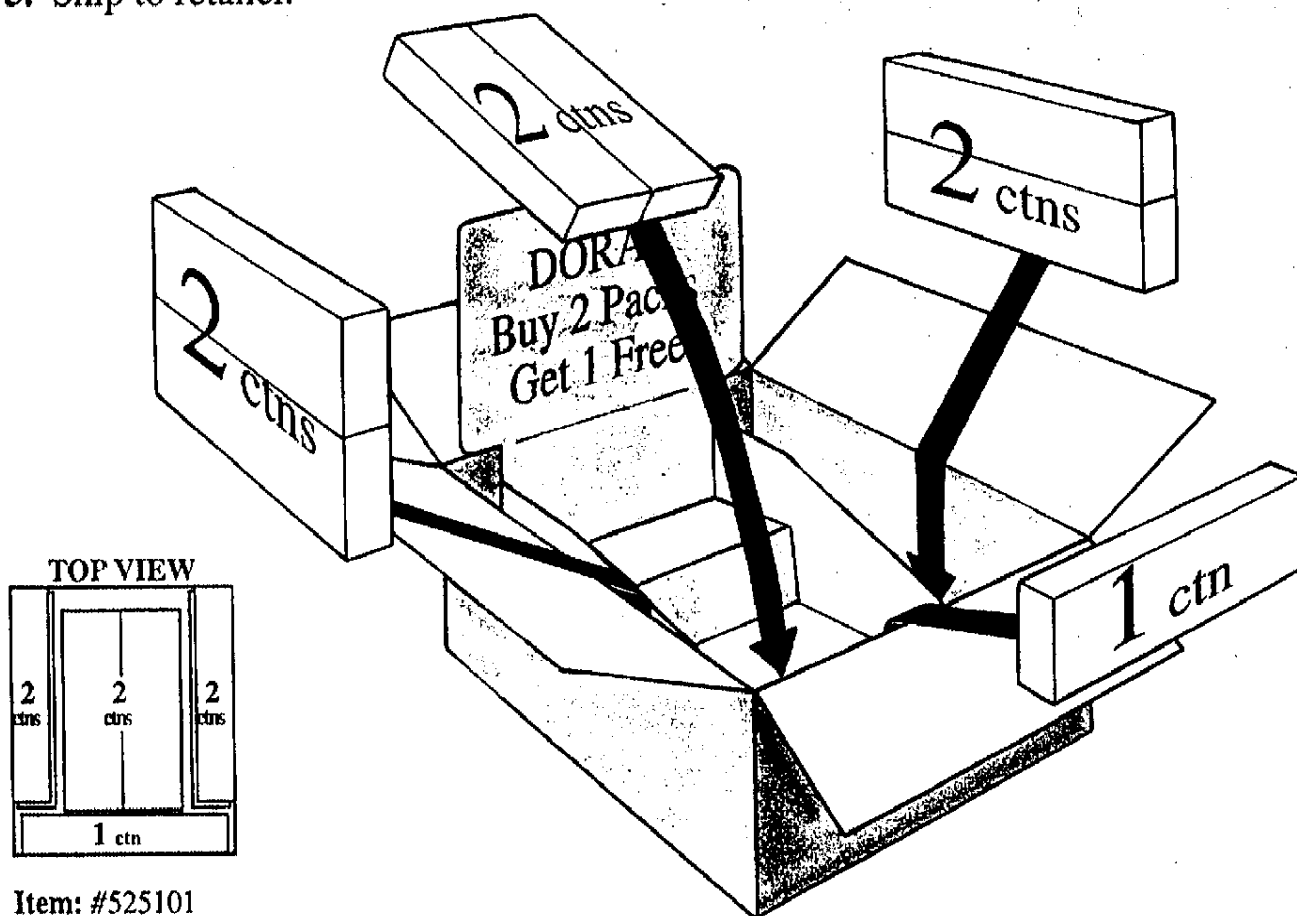
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #525101

Description: DORAL June B2G1F Display/POS Kit

Brand Style	FF Box	LT Box	LT 100	FF 100		
Number of Cartons						

PAGE: 25
DATE: 97-04-07
TIME: 03:56 PM

WHOLESALE : 356150 LAVIN CANDY CO., INC. <DIRECT>
TEMPLATE : 700272 70600 DOR JUNE B2G1F
TEMPLATE SEQ : 0008
SALES LEVEL : 16XXXX

WORKPLAN VAP TEMPLATE LISTING

BPN5552

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	163830	178080	NORMANS GROCERY	ST REGIS AVENUE	BLOOMINGDALE	NY	12913	2			(518)891-1890	
162302	162320	508066	SHARKEY'S II	WICKER STREET	TICONDEROGA	NY	12883	1			(518)585-3577	
162302	162320	766966	SHARKEY'S I	MONTCALM	TICONDEROGA	NY	12883	1			(518)585-7527	
162301	163830	130258	NADIM'S CORNER GROC	UPPER RUGAR	PLATTSBURGH	NY	12901	1			(518)563-6921	
162301	163830	177790	VILLAGE MEAT MARKET	ESSEX ROAD	WILTSBORO	NY	12996	1			(518)963-8612	
162301	163830	177803	RICHARDS GROCERY	71 JOHNSON AVE	PLATTSBURGH	NY	12901	1			(518)563-1444	
162201	163830	619806	CODY'S GROCERY	2946 MILITARY TURN	WEST CHAZY	NY	12992	1			(518)561-6858	
162201	163830	767109	E-M MARKET	156 BROADWAY	SARANAC LAKE	NY	12983	1			(518)891-2485	
162301	163830	177788	CHUCK WAGON	121 BRINKERHOFF S	PLATTSBURGH	NY	12901	1			(518)563-6300	
162301	163830	177852	LOUS GROCERY	38 SAILLY AVE	PLATTSBURGH	NY	12901	1			(518)563-6061	
162301	163830	177923	H ROCKS GROCERY	ROUTE 22	SCHUYLER FALLS	NY	12985	1			(518)643-8028	
162301	163830	402300	ST DENIS GROCERY	120 CORNELIA ST	PLATTSBURGH	NY	12901	1			(518)561-9369	
162301	163830	498171	SOUTHSIDE GROCERY	4788 CRETE BLVD	PLATTSBURGH	NY	12901	1			(518)561-6788	
162301	163830	568572	EXPRESS LANE	20 BROAD ST	PLATTSBURGH	NY	12901	3			(518)561-5644	
162301	163830	679124	BYRD'S COUNTRY STOR	38 STATION RD	WILTSBORO	NY	12996	1			(518)963-7277	
162301	163830	767981	BILL'S MINI MART	ROUTE 22B BOX 8A	MORRISONVILLE	NY	12962	1			(518)561-8500	
162301	163830	787715	BONDERVIEW GROCERY	RT 11 & RIDGE ROW	CHAMPLAIN	NY	12919	1			(518)298-3050	

PAGE BREAK TOTAL ACCOUNTS 17 TOTAL QUANTITY 20

TEMPLATE TOTAL ACCOUNTS 17 TOTAL QUANTITY 20

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

05/22/97

ACCOUNT NUMBER: 356150 LAVIN CANDY COMPANY
VOUCHER NUMBER: 15354525 4989 S CATHERINE ST
DATE WRITTEN: 05/22/97 PLATTSBURGH , NY 12901
STATUS: PAID
AMOUNT PAID: 24.50 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.75	24.50

EXPLANATION: JUNE: DORAL B2G1F PROMOTION #700272/SR 162301

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